

AMENDMENTS TO THE CLAIMS

1 1. (Original) A method of determining product demand using a data processing
2 system and collected network session data from at least one product selection network site, the
3 method comprising:
4 developing a set of master session profiles, wherin the master session profiles include
5 product demand indicators;
6 processing at least a subset of user session data to evaluate the user session data using the
7 master session profiles; and
8 determining product demand from the evaluations.

1 2. (Original) The method of claim 1 wherein the product demand includes
2 information regarding the demand of one or more features of a product.

1 3. (Original) The method of claim 1 wherein the product demand indicators
2 include values of data types.

1 4. (Original) The method of claim 1 wherein developing a set of master session
2 profiles comprises:
3 developing a set of master session profiles from recorded data associated with users who
4 either submitted a product lead or purchased a product.

1 5. (Original) The method of claim 1 wherein developing a set of master session
2 profiles comprises:
3 collecting network session data from a plurality of user sessions conducted with the
4 network site(s);
5 matching at least a subset of each set of collected user network session data with one or
6 more factors indicating a product demand authenticity; and
7 assigning an indicator reflecting the product demand authenticity of each user session of
8 the master session profiles.

1 6. (Original) The method of claim 5 wherein at least one of the factors
2 indicating product demand authenticity is a propensity of the user to actually purchase a product
3 offered by the network site accessed by the user.

1 7. (Original) The method of claim 5 wherein the indicator is a relative scoring
2 reflecting that relates product demand authenticity between user sessions.

1 8. (Original) The method of claim 5 wherein evaluating user session data using
2 the master session profiles comprises:

3 matching at least a subset of the product demand indicators present in a user session with
4 product demand indicators in the master session profiles.

1 9. (Original) The method of claim 8 further comprising:
2 assigning an indicator reflecting the product demand authenticity of each user session that
3 is matched with the master session profiles.

1 10. (Original) The method of claim 1 wherein determining product demand from
2 the evaluations comprises:

3 associating product demand evaluations with specific products;
4 weighting evaluations in accordance with a product demand authenticity indicator; and
5 comparing the weighted evaluations of users sessions selecting a particular product
6 against a total set of weighted evaluations of user sessions.

1 11. (Original) The method of claim 1 wherein the user session data includes data
2 types associated with each users navigation of the network site during configuration of a product.

1 12. (Original) The method of claim 1 wherein evaluating user session data using
2 the master session profiles comprises:
3 processing the user session data in accordance with a decision tree using data from the
4 master session profiles as decision criteria.

1 13. (Original) The method of claim 1 wherein determining product demand from
2 the evaluations comprises determining product demand in accordance with:

3

$$PD_j = \frac{\sum_{i=0}^n k_{ji}}{\sum_{i=0}^m k_i} \times 100\% \quad j \in N$$

4 where:

5 j represents a specific product,

6 PD_j represents the product demand information for product j ,

7 n = total number of user sessions selecting product j ,

8 k = user session scores,

9 k_j = user session scores for product j ; and

10 m = total number of user sessions for all products.

11 N = total number of products.

1 14. (Original) A method of determining product demand using a data processing
2 system and collected network session data from at least one product selection network site, the
3 method comprising:

4 processing at least a subset of collected user session data to evaluate characteristics of the
5 user session data against product demand characteristics derived from a set of
6 master session profiles, wherein the master session profiles include product
7 demand indicators; and
8 determining product demand from the evaluations.

1 15. (Original) The method of claim 14 wherein the product demand includes
2 information regarding the demand of one or more features of a product.

1 16. (Original) The method of claim 14 wherein the product demand indicators
2 include values of data types.

1 17. (Original) The method of claim 14 wherein developing a set of master session
2 profiles comprises:

3 developing a set of master session profiles from recorded data associated with users who
4 either submitted a product lead or purchased a product.

1 18. (Original) The method of claim 14 further comprising: wherein developing a
2 set of master session profiles comprises:

3 developing the set of master session profiles, wherein developing a set of master session
4 profiles comprises:

5 collecting network session data from a plurality of user sessions conducted with
6 the network site(s);

7 matching at least a subset of each set of collected user network session data with
8 one or more factors indicating a product demand authenticity; and

9 assigning an indicator reflecting the product demand authenticity of each user
10 session of the master session profiles.

1 19. (Original) The method of claim 18 wherein at least one of the factors
2 indicating product demand authenticity is a propensity of the user to actually purchase a product
3 offered by the network site accessed by the user.

1 20. (Original) The method of claim 18 wherein the indicator is a relative scoring
2 reflecting that relates product demand authenticity between user sessions.

1 21. (Original) The method of claim 18 wherein evaluating user session data using
2 the master session profiles comprises:

3 matching at least a subset of the product demand indicators present in a user session with
4 product demand indicators in the master session profiles.

1 22. (Original) The method of claim 21 further comprising:
2 assigning an indicator reflecting the product demand authenticity of each user session that
3 is matched with the master session profiles.

1 23. (Original) The method of claim 14 wherein determining product demand
2 from the evaluations comprises:
3 associating product demand evaluations with specific products;
4 weighting evaluations in accordance with a product demand authenticity indicator; and
5 comparing the weighted evaluations of users sessions selecting a particular product
6 against a total set of weighted evaluations of user sessions.

1 24. (Original) The method of claim 14 wherein the user session data includes
2 data types associated with each users navigation of the network site during configuration of a
3 product.

1 25. (Original) The method of claim 14 wherein evaluating user session data using
2 the master session profiles comprises:
3 processing the user session data in accordance with a decision tree using data from the
4 master session profiles as decision criteria.

1 26. (Original) A method of determining product demand using an electronic data
2 processing system, the method comprising:
3 collecting data from multiple user sessions with a world wide web ("Web") site, wherein
4 the user sessions involve selecting a product marketed by the Web site and the
5 collected data includes user navigation data related to selection of a product
6 selection and Web page data as provided to the user;
7 developing a product demand master profile set from the collected data;
8 collecting a second set of user session data; and
9 matching the second set of user session with the master profile set to determine product
10 demand.

1 27. (Original) The method of claim 26 wherein matching the second set of user
2 sessions with the master profile set comprises matching values of data types collected from each
3 of the second set of user sessions with a master profile from the master profile set using a
4 decision tree.

1 28. (Original) The method of claim 26 wherein the product demand includes
2 information regarding the demand of one or more features of a product.

1 29. (Original) A system for determining product demand using a data processing
2 system and collected network session data from at least one product selection network site, the
3 system comprising:
4 master session profile generation system to develop a set of master session profiles,
5 wherein the master session profiles include product demand indicators; and
6 a processing engine to process at least a subset of user session data to evaluate the user
7 session data using the master session profiles and determine product demand from
8 the evaluations.

1 30. (Original) The system of claim 29 further comprising:
2 a session recording system to collect network session data from at least one product
3 selection network site.

1 31. (Original) The system of claim 29 wherein the processing engine determines
2 product demand in accordance with:

$$PD_j = \frac{\sum_{i=0}^n k_{ji}}{\sum_{i=0}^m k_i} \times 100\% \quad j \in N$$

4 where:

5 j represents a specific product,

6 PD_j represents the product demand information for product *j*,
7 *n* = total number of user sessions selecting product *j*,
8 *k* = user session scores,
9 *k_j* = user session scores for product *j*; and
10 *m* = total number of user sessions for all products.
11 *N* = total number of products.

1 32. (Original) The system of claim 29 wherein the product demand includes
2 information regarding the demand of one or more features of a product.

1 33. (Original) The system of claim 29 wherein the product demand indicators
2 include values of data types.

1 34. (Original) The system of claim 29 wherein the master session profiles are
2 developed from a set of master session profiles from recorded data associated with users who
3 either submitted a product lead or purchased a product.

1 35. (Original) The system of claim 29 wherein the network session data includes
2 data from a plurality of user sessions conducted with the network site(s) and to determine
3 product demand from the evaluations the processing engine matches at least a subset of each set
4 of collected user network session data with one or more factors indicating a product demand
5 authenticity and assigns an indicator reflecting the product demand authenticity of each user
6 session of the master session profiles.

1 36. (Original) The system of claim 35 wherein at least one of the factors
2 indicating product demand authenticity is a propensity of the user to actually purchase a product
3 offered by the network site accessed by the user.

1 37. (Original) The system of claim 35 wherein the indicator is a relative scoring
2 reflecting that relates product demand authenticity between user sessions.

1 38. (Original) The system of claim 35 wherein to determine product demand
2 from the evaluations the processing engine further matches at least a subset of the product
3 demand indicators present in a user session with product demand indicators in the master session
4 profiles.

1 39. (Original) The system of claim 38 wherein the processing engine assigns an
2 indicator reflecting the product demand authenticity of each user session that is matched with the
3 master session profiles.

1 40. (Original) The system of claim 29 to determine product demand from the
2 evaluations the processing engine associates product demand evaluations with specific products,
3 weights evaluations in accordance with a product demand authenticity indicator, and compares
4 the weighted evaluations of users sessions selecting a particular product against a total set of
5 weighted evaluations of user sessions.

1 41. (Original) The system of claim 29 wherein the user session data includes data
2 types associated with each users navigation of the network site during configuration of a product.

1 42. (Original) The system of claim 29 to evaluate user session data using the
2 master session profiles, the processing engine processes the user session data in accordance with
3 a decision tree using data from the master session profiles as decision criteria.

1 43. (Original) A computer program product comprising instructions encoded
2 thereon to determine product demand using a data processing system and collected network
3 session data from at least one product selection network site, the instructions are executable by a
4 processor to:

5 develop a set of master session profiles, wherein the master session profiles include
6 product demand indicators;
7 process at least a subset of user session data to evaluate the user session data using the
8 master session profiles; and
9 determine product demand from the evaluations.

1 44. (Original) A system to determine product demand using a data processing
2 system and collected network session data from at least one product selection network site, the
3 system comprising:

4 means for developing a set of master session profiles, wherein the master session profiles
5 include product demand indicators;
6 means for processing at least a subset of user session data to evaluate the user session
7 data using the master session profiles; and
8 means for determining product demand from the evaluations.